

Rep Order# 7914954 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/23/2012 2:50 PM
Last Received: 10/23/2012 2:32 PM
Showing Buylines: All Lines

1 of 4

Station WTHR-TV INDIANAPOLIS, IN
Advertiser () MAJORITY PAC
Product MAJORITY PAC
Estimate# 2208
Buyer Shira Levy
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 94/100/2208
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	530A-6A	SUNRISE NEWS	:30	\$550.00	10/25-10/26	2	1	2	\$1,100.00	
	2	TH-F	6A-7A	EYE SUNRISE @ 6A	:30	\$1,300.00	10/25-10/26	2	1	2	\$2,600.00	
	3	TH-F	7A-9A	TODAY SHOW	:30	\$1,200.00	10/25-10/26	1	1	1	\$1,200.00	
	4	SA	6A-7A	SATURDAY SUNRISE	:30	\$400.00	10/27-10/27	1	1	1	\$400.00	
	5	SA	7A-8A	SATURDAY TODAY	:30	\$700.00	10/27-10/27	1	1	1	\$700.00	
	7	SU	6A-7A	SUNDAY SUNRISE	:30	\$250.00	10/28-10/28	1	1	1	\$250.00	
	9	SU	7A-8A	SUNDAY SUNRISE	:30	\$450.00	10/28-10/28	1	1	1	\$450.00	
	10	SU	8A-9A	SUNDAY TODAY	:30	\$600.00	10/28-10/28	1	1	1	\$600.00	
	11	TH-F	9A-10A	TODAY SHOW 2	:30	\$450.00	10/25-10/26	2	1	2	\$900.00	
	12	TH-F	10A-11A	TODAY SHOW 3	:30	\$450.00	10/25-10/26	2	1	2	\$900.00	
	13	TH-F	12P-1230P	EYEWITNESS NEWS 12-1230P	:30	\$600.00	10/25-10/26	2	1	2	\$1,200.00	
	14	TH-F	1230P-1P	EYEWITNESS NEWS AT 1230P	:30	\$600.00	10/25-10/26	2	1	2	\$1,200.00	
	15	TH-F	2P-3P	DR OZ	:30	\$450.00	10/25-10/26	2	1	2	\$900.00	

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	16	SU	9A-10A	SUNDAY SUNRISE	:30	\$600.00	10/28-10/28	1	1	1	\$600.00	
	17	TH-F	3P-4P	ELLEN	:30	\$500.00	10/25-10/26	3	1	3	\$1,500.00	
	18	TH-F	4P-5P	DR PHIL	:30	\$700.00	10/25-10/26	2	1	2	\$1,400.00	
	19	TH-F	5P-6P	EYEWITNESS NEWS 5-6P	:30	\$1,500.00	10/25-10/26	2	1	2	\$3,000.00	
	20	TH-F	6P-630P	EYEWITNESS NEWS AT 6P	:30	\$2,400.00	10/25-10/26	1	1	1	\$2,400.00	
	21	TH-F	630P-7P	NBC NIGHTLY NEWS	:30	\$5,000.00	10/25-10/26	1	1	1	\$5,000.00	
	22	SU	6P-630P	EYEWITNESS NEWS WEEKEND	:30	\$600.00	10/28-10/28	1	1	1	\$600.00	
	23	TH-F	7P-730P	WHEEL OF FORTUNE	:30	\$2,500.00	10/25-10/26	2	1	2	\$5,000.00	
	24	TH-F	730P-8P	JEOPARDY	:30	\$2,800.00	10/25-10/26	2	1	2	\$5,600.00	
	25	M	8P-10P	THE VOICE - FTC 9/17	:30	\$5,000.00	10/29-10/29	1	1	1	\$5,000.00	
	26	TU	8P-9P	THE VOICE	:30	\$4,500.00	10/30-10/30	1	1	1	\$4,500.00	
	28	F	8P-9P	MOCKINGBIRD LANE	:30	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00	
	29	TH-SA	11P-1135P	EYEWITNESS NWS @ 11P	:30	\$2,200.00	10/25-10/27	3	1	3	\$6,600.00	
	30	TH-F	1135P-1237A	TONIGHT SHOW	:30	\$500.00	10/25-10/26	1	1	1	\$500.00	
	31	SA	1130P-101A	SAT NIGHT LIVE	:30	\$1,400.00	10/27-10/27	1	1	1	\$1,400.00	

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Salesperson FAX# 212-445-0968

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	32	SU	7P-815P	FOOTBALL NIGHT IN AMERICA	:30	\$2,500.00	10/28-10/28	1	1	1	\$2,500.00	
	33	M-TU	530A-6A	SUNRISE NEWS	:30	\$550.00	10/29-10/30	2	1	2	\$1,100.00	
	34	M-TU	6A-7A	EYE SUNRISE @ 6A	:30	\$1,300.00	10/29-10/30	2	1	2	\$2,600.00	
	35	M-TU	7A-9A	TODAY SHOW	:30	\$1,200.00	10/29-10/30	1	1	1	\$1,200.00	
	36	M-TU	9A-10A	TODAY SHOW 2	:30	\$450.00	10/29-10/30	1	1	1	\$450.00	
	37	M-TU	10A-11A	TODAY SHOW 3	:30	\$450.00	10/29-10/30	1	1	1	\$450.00	
	38	M-TU	12P-1230P	EYEWITNESS NEWS 12-1230P	:30	\$600.00	10/29-10/30	1	1	1	\$600.00	
	39	M-TU	1230P-1P	EYEWITNESS NEWS AT 1230P	:30	\$600.00	10/29-10/30	2	1	2	\$1,200.00	
	40	M-TU	2P-3P	DR OZ	:30	\$450.00	10/29-10/30	1	1	1	\$450.00	
	41	M-TU	3P-4P	ELLEN	:30	\$500.00	10/29-10/30	2	1	2	\$1,000.00	
	42	M-TU	4P-5P	DR PHIL	:30	\$700.00	10/29-10/30	3	1	3	\$2,100.00	
	43	M-TU	5P-6P	EYEWITNESS NEWS 5-6P	:30	\$1,500.00	10/29-10/30	2	1	2	\$3,000.00	
	44	M-TU	6P-630P	EYEWITNESS NEWS AT 6P	:30	\$2,400.00	10/29-10/30	2	1	2	\$4,800.00	
	45	M-TU	7P-730P	WHEEL OF FORTUNE	:30	\$2,500.00	10/29-10/30	3	1	3	\$7,500.00	
	46	M-TU	730P-8P	JEOPARDY	:30	\$2,800.00	10/29-10/30	2	1	2	\$5,600.00	
	47	M-TU	11P-1135P	EYEWITNESS NWS @ 11P	:30	\$2,200.00	10/29-10/30	1	1	1	\$2,200.00	

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	48	M-TU	1135P-1237A	TONIGHT SHOW	:30	\$500.00	10/29-10/30	2	1	2	\$1,000.00	
	49	SA	230P-6P	NOTRE DAME	:30	\$2,000.00	10/27-10/27	1	1	1	\$2,000.00	
	50	TH-F	430A-459A	NEWS	:30	\$150.00	10/25-10/26	2	1	2	\$300.00	

---REPORT TOTALS---
 Report Totals: 75 / \$97,050.00

---SALES MONTHLY TOTALS---
 Oct 12: 45 / \$52,300.00 Nov 12: 30 / \$44,750.00
 Sales Totals: 75 / \$97,050.00
 Station Totals: 75 / \$97,050.00
 Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---
 Market Totals \$277,286
 CABL 0% ETHR 0% JTHR 0% UNKN 65% WALV 0%
 WISH 0% WNDY 0% WRTV 0% WTHR 35% WTTV 0%
 WXIN 0%

Books null
 Demos RA35+

